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L17: Entry 2 of 10

File: DWPI

Dec 27, 2002

DERWENT-ACC-NO: 2003-328926

DERWENT-WEEK: 200331

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TITLE: Advertisement delivery method for entertainment system, involves inserting advertisement in selected portion of displayed program in suitable manner

INVENTOR: PONG, T

PATENT-ASSIGNEE: PONG T (PONGI), CHEN C C (CHENN)

PRIORITY-DATA: 2001US-0881815 (June 18, 2001)

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## PATENT-FAMILY:

| PUB-NO   | PUB-DATE          | LANGUAGE | PAGES | MAIN-IPC   |
|--|-------------------|----------|-------|------------|
| <input type="checkbox"/> <a href="#">WO 2002103995 A2</a>  | December 27, 2002 | E        | 000   | H04N000/00 |
| <input type="checkbox"/> <a href="#">US 20020194590 A1</a> | December 19, 2002 |          | 020   | H04N007/10 |

DESIGNATED-STATES: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZM ZW

## APPLICATION-DATA:

| PUB-NO          | APPL-DATE     | APPL-NO        | DESCRIPTOR |
|-----------------|---------------|----------------|------------|
| WO2002103995A2  | June 17, 2002 | 2002WO-US16576 |            |
| US20020194590A1 | June 18, 2001 | 2001US-0881815 |            |

INT-CL (IPC): [H04 N 0/00](#); [H04 N 7/10](#); [H04 N 7/25](#)

ABSTRACTED-PUB-NO: US20020194590A

## BASIC-ABSTRACT:

NOVELTY - A program is displayed and an advertisement is inserted into a selected portion of the displayed program. The advertisement is displayed in a suitable manner based on the content of the displayed program.

DETAILED DESCRIPTION - The advertisement is in the form of Hyper Text Markup Language (HTML), or other suitable programming languages. Implemented content is merged with an entertainment program and designed in a way that reflects the content of the program.

An INDEPENDENT CLAIM is included for an advertisement delivery system.

USE - For integrating advertisement for television broadcasting service sponsor, Internet broadcasting program service sponsor, digital movie program service sponsor, and for providing advertisement in buildings, stadium, arena.

ADVANTAGE - Permits advertisements to be targeted to selected viewers, and ensures that the advertisements inserted are up-to-date. Advertisements blend into the scene in which they are inserted without disrupting the entertainment program or display.

DESCRIPTION OF DRAWING(S) - The figure shows the explanatory drawing of the advertisement screen.

ABSTRACTED-PUB-NO: US20020194590A

EQUIVALENT-ABSTRACTS:

CHOSEN-DRAWING: Dwg.6/14

DERWENT-CLASS: T01 W02

EPI-CODES: T01-C03C1; T01-N01A1; T01-N01A2C; T01-N01B; W02-F05C;